

WHAT IS CLAIMED IS:

1. A hair colorant composition comprising from about 0.1 to about 5% by weight of phytantriol, from about 0.1% to about 3% by weight of a dispersing agent, and from about
5 0.1 to about 5% by weight of a hair dye.
2. A hair colorant composition according to claim 1 wherein the phytantriol is present in the composition from about 0.2 to about 1% by weight, the dispersing agent is present in the composition from about 0.1 to about 1% by weight; and the hair dye is present in the
10 composition from 0.1 to about 1% by weight.
3. A composition according to claim 1 wherein the dispersing agent is selected from the group consisting of a polyol alkyl, an alkenyl ether, and an ester.
- 15 4. A composition according to claim 3 wherein the dispersing agent is TWEEN 20.
5. A composition according to claim 1 wherein the hair dye is a permanent dye.
6. A composition according to claim 1 wherein the hair dye is a semi-permanent dye.
20
7. A composition according to claim 6 wherein the dye is an anthraquinone dye.
8. A hair colorant composition according to claim 7 wherein the anthraquinone dye is selected from the group consisting of ARIANOR Straw Yellow, ARIANOR Mahogany,

ARIANOR Steel Blue, ARIANOR Madder Red, ARIANOR Ebony, and ARIANOR Sienna Brown.

9. A kit for coloring hair comprising:

5 (a) a first pack comprising a primary intermediate;

(b) a second pack comprising a secondary intermediate, together the first and second packs provide from about 0.1 to about 1% of a hair dye, wherein a composition comprising from about 0.1 to about 5% by weight of a phytantriol and from about 0.1 to about 3% by weight of a dispersing agent, is present in at least one of the first and second
10 packs; and

(c) a container for housing the first and second packs.

10. A kit according to claim 9 wherein the phytantriol is present in the composition from about 0.2 to about 1% by weight, the dispersing agent is present in the composition from
15 about 0.1 to about 1% by weight, and the hair dye is present in the composition from 0.1 to about 1% by weight.

11. A method for improving the wash fastness of dyed hair comprising:

(a) applying to the hair a composition comprising from about 0.1 to about 5% by
20 weight of phytantriol, from about 0.1 to about 3% by weight of a dispersing agent, and from about 0.1 to about 5% by weight of a hair dye.

12. A hair coloring composition formed by the process comprising:

(a) dissolving from about 0.1% to about 5% by weight of a phytantriol in a about
25 0.1% to about 1% of a dispersing agent; and

(b) mixing the composition of (a) with about 0.1% to about 5% by weight of a hair dye.